

1 **ABSTRACT**

2 A TV tag embedded in web-based content can be selected by a viewer to
3 cause a system to perform an operation associated with the TV tag. Example
4 operations include personalization of a TV planner to include programs that are
5 related to the selected TV tag, scheduling of a particular program to be recorded,
6 generation of an email reminder to be sent when a particular program is scheduled
7 for broadcast, and so on. In an implementation that includes a TV planner, the TV
8 planner may be personalized to include programs associated with a television
9 series, an episode, a movie, a celebrity, a sports team, a topic, and /or a particular
10 channel.